

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017/2018

### BIM 2094 – INTERNATIONAL MANAGEMENT

(All Sections / Groups)

21 OCTOBER 2017

9.00 a.m. – 11.00 a.m.

(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with **THREE** (3) questions only.
2. Attempt **ALL** the questions. The distribution of the marks for each question is provided .
3. Please write all your answers in the answer booklet provided.

**SECTION A: ANSWER ALL QUESTIONS****QUESTION 1**

There is a conference at the Tokyo Convention Center involving business executives from all over the world. Mr. John Smith from Texas is one of the attendees, and he is interested in meeting many people from these different countries during the coffee break in the conference.

While walking around for someone to talk to, he spots two men- one Japanese and one Arab- who are talking together on the other side of the room; Mr. Smith approaches them.

- Smith: Good morning gentlemen, I'm John Smith. (He extends his hand to the Arab man first and then to the Japanese.) Do you mind if I join you?
- Mohammed: (As he shakes Smith's hand with both his.) Welcome, please join us.
- Suzuki: (He steps backward and bows slightly. He shakes Mr. Smith's hand without saying anything, ready to exchange business cards.)
- Mohammed: Are you enjoying yourself in this wonderful country, Mr. Smith?
- Smith: Oh, sure, it's very nice here. What do you do Mr...?
- Mohammed: Mohammed Rageh. I'm from Egypt and the president of my import company. We are here to look at some of the available products and meet out Japanese friends.
- Smith: (Turning to Suzuki.) And your name, sir?
- Suzuki: (He silently hands Smith his business card.)
- Smith: (After looking at it quickly.) Oh, you're Mr. Suzuki.
- Suzuki: Yes, Sany Corporation.
- Smith: I see. (Puts Suzuki's card in his pocket and turns back to Mohammed, reaches into his pocket and hands each his business cards.) Do you have a business card, Mohammed?
- Mohammed: (Smiling.) No, I don't carry them with me. Everybody knows me. (Moving closer to John to show his hospitality.) I'm the president.
- Smith: (Stepping back from Mohammed.) Oh, I understand.
- Suzuki: Mr. Smith, are you from the Blackford Company?
- Smith: Yes, I'm the marketing director in charge of the Southwestern Division.
- Mohammed: Well, should we all go have some coffee and enjoy our break time together?
- Smith: I'm sorry, but I have to go talk to some other people. Maybe we'll get together later on. It was very nice to meet you. Goodbye.

Source: Adapted from Philip R. H. and Robert, T. M. (2000). Time for a Coffee Break. *Multicultural Management 2000* (pp 31). Gulf Publishing Company.

Continued...

- a) Discuss **THREE (3)** culture clashes present in the scenario (12 marks)
  - b) Compare **THREE (3)** important cultural values of the United States, Japan and Arab countries. (18 marks)
  - c) Suppose that Mr. John Smith would like to establish a good and cordial business relationship with Mr. Mohammed Rageh from Arab, discuss **FOUR (4)** types of verbal communication styles that Mr. John Smith can use to communicate effectively with Mr. Mohammed Rageh. (20 marks)
- [Total: 50 marks]

## SECTION B: ANSWER ALL QUESTIONS

### QUESTION 1

- a) Japan remains a formidable international competitor and is well poised in all three major economic regions: the Pacific Rim, North America, and Europe. Provide **THREE (3)** reasons that contributed to Japanese success. (12 marks)
  - b) The technological environment is changing quickly and is having a major impact on international business. Discuss **THREE (3)** ways of how technological advancement affects the nature of business and number of employees in the workforce. (13 marks)
- [Total: 25 marks]

### QUESTION 2

- a) Propose **FOUR (4)** selection criteria that you would judge to be of most importance. (12 marks)
  - b) Define the word “repatriation”. Discuss **FOUR (4)** reasons of employee repatriation. (13 marks)
- [Total: 25 marks]

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